

ATTITUDES & VALUES

- **Theoretical**
 - Passion for truth & knowledge
 - Discovery vs. application
 - Objectivity
 - Fact-based
- **Utilitarian**
 - Passion for usefulness
 - Return on investment
 - Practicality
 - Efficiency
- **Aesthetic**
 - Passion for form & harmony
 - Self-actualization
 - Subjective experience
 - Creativity & balance
- **Social**
 - Passion for helping others
 - Give without receiving
 - Bettering society
 - Eliminate pain & suffering
- **Individualistic**
 - Passion for power & position
 - Respect for authority
 - Lead vs. follow
 - Strategy & tactics
- **Traditional**
 - Passion for higher meaning & order
 - Strict system of principles
 - Pursuit of the divine
 - Unwavering commitment

COMMUNICATION STRATEGIES

- **Theoretical**
 - Focus on objective fact
 - Focus on solving problems
 - Present research & draw conclusions
- **Utilitarian**
 - Focus on return on investment
 - Communicate efficiently
 - Show how resources will be maximized
- **Aesthetic**
 - Focus on subjective experience
 - Focus on personal growth & development
 - Show how solution restores balance & harmony
- **Social**
 - Focus on how others will benefit
 - Focus on how pain & conflict will be reduced
 - Show how potential of people is maximized
- **Individualistic**
 - Subtle emphasis on how position will advanced
 - Show how their position & power help others
 - Focus on opportunities for leadership
- **Traditional**
 - Focus on how their system improves the world
 - Show how your ideas fit within their system
 - Bring spiritual element into conversation